This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims:</u>

1.   (previously presented)A method in a communication device, comprising:

receiving and decoding RF tag information via a RF tag reader;

scanning a memory location for a shortcut based on the received RF tag information; and

providing an interface for selecting or creating a new shortcut to be stored in said memory location and executed based on the received RF tag information, wherein said new shortcut includes at least said RF tag information and a command associated with said RF tag information for selecting and executing an application program for effecting at least one personalized function in the communication device in response to the execution of said new shortcut in response to receiving the RF tag information via the RF tag reader.

2.   (previously presented)The memory of claim 1, wherein said providing an interface includes initiating a command assigning the application program stored in the communication device for associating the selected or created new shortcut with said RF tag information in said memory location for enabling execution of a command macro or script in response to the execution of said shortcut.

3.   (original)   The method of claim 1, wherein said memory location is a memory within an RF tag.

4.   (previously presented)The method of claim 1, wherein said memory location is a memory within the communication device.

5. (original) The method of claim 1, wherein said memory location is a memory within a network server accessible via a public communication network.

6. (original) The method of claim 1, wherein RF tag information includes tag identification information.

7. (original) The method of claim 2, wherein said RF tag is passive or active.

8. (previously presented) The method of claim 2, further comprising programming said RF tag with said new shortcut.

9. (original) The method of claim 8, wherein said memory is a secure memory that is write-protected.

10. (previously presented) The method of claim 5, further comprising establishing a network connection to a public network for communication between said network server and another communication device.

11. (previously presented) The method of claim 10, wherein said network connection is a wireless network connection and uses a wireless communication protocol for transmitting data to and receiving data from said communication device.

12. (previously presented) The method of claim 1, wherein execution of the application program controls the-at least one function of said communication device.

13. (previously presented) The method of claim 12, wherein said at least one function includes displaying data, making a phone call, sending a communication to another device, taking a photograph, connecting to a public network, modifying settings or tools or other similar functions performed by the communication device.

14.   (original)   The method of claim 13, wherein said communication to another device includes sending a shortcut to another device by publishing the shortcut on the Internet.

15.   (previously presented)The method of claim 1, further comprising transmitting RF information to a plurality of users each with a communication device, wherein said RF information executes a different function in each communication device.

16.   (previously presented)The method of claim 10, wherein the new shortcut stored in the memory of said network server is available to other devices or users having access to said public network.

17.   (original)   The method of claim 1, wherein said RF tag is an RFID tag and said RF reader is an RFID reader.

18.   (original)   The method of claim 1, wherein said scanning of said memory location is prioritized for more efficient use of network resources.

19.   (previously presented)The method of claim 18, wherein said prioritization involves scanning an RF tag memory and/or scanning a communication device memory for a shortcut and before scanning a network server memory for a shortcut that corresponds to the RF tag information received by the communication device.

20.   (previously presented)A method in a communication device, comprising:

capturing machine-readable data using an imaging device in the communication device;

decoding the machine-readable data;

scanning a memory location for a shortcut based on said machine-readable data;

providing an interface for selecting or creating a new shortcut to be stored in said memory location and executed based on the received machine-readable data,

wherein said new shortcut includes at least machine-readable information and a command associated with said machine-readable information for selecting and executing an application program for effecting at least one personalized function in the communication device in response to the execution of said new shortcut in response to receiving the machine-readable data.

21.   (previously presented)The method of claim 20, wherein said providing an interface includes initiating a command assigning the application program stored in the communication device for associating the selected or created new shortcut with said RF tag information in said memory location for enabling execution of a command macro or script in response to the execution of said shortcut.

22.   (original)   The method of claim 20, wherein said machine-readable data is a barcode.

23.   (original)   The method of claim 20, where said imaging device is a digital camera.

24.   (original)   The method of claim 20, wherein said machine-readable data includes identification information.

25.   (currently amended)   A computer program product in a communication device, comprising:

a computer readable medium for storing program code;

program code for receiving and decoding RF tag information via a RF tag reader;

program code for scanning a memory location for a shortcut based on the received RF tag information;

program code for providing an interface for selecting or creating a new shortcut to be stored in said memory location and executed based on the received RF tag information, wherein said new shortcut includes at least said RF tag information and a command associated with said RF tag information for selecting an application program for effecting at least one personalized ~~functions~~ **function** in the communication device in response to the execution of said new shortcut in response to receiving the RF tag information via the RF tag reader.

26.　(previously presented)　The computer program product of claim 25, wherein said providing an interface includes initiating a command assigning the application program stored in the communication device for associating the selected or created new shortcut with said RF tag information in said memory location for enabling execution of a command macro or script in response to the execution of said shortcut.

27.　(original)　The computer program product of claim 25, wherein said memory location is memory within an RF tag.

28.　(previously presented)The computer program product of claim 25, wherein said memory location is a memory within the communication device.

29.　(original)　The computer program product of claim 25, wherein said memory location is a memory within a network server accessible via a public communications network.

30.　(original)　The computer program product of claim 27, wherein said memory in the RF tag is a secure memory that is write-protected.

31.   (original)   The computer program product of claim 25, wherein said RF tag information includes RF tag identification information.

32.   (previously presented)The computer program product of claim 25, further comprising program code for establishing a network connection to a public network for communication between a network server and the communication device.

33.   (previously presented)The computer program product of claim 32, wherein said network connection uses a wireless network protocol for transmitting data to and receiving data from said communication device.

34.   (previously presented)The computer program product of claim 25, further comprising program code for executing the application program based on a shortcut that controls the at least one function of said communication device.

35.   (previously presented)The computer program product of claim 34, wherein application program is for displaying data, making a phone call, sending a communication to another device, taking a photograph, connecting to a public network, modifying settings or tools and other similar functions performed by the communication device.

36.   (original)   The computer program product of claim 25, further comprising program code for communicating said shortcuts to another device by publishing said shortcuts on the Internet.

37.   (previously presented)The computer program product of claim 25, further comprising program code for transmitting said RF information to a plurality of users for the execution of an application program in their respective communication devices, wherein each application is different.

38.   (original)   The computer program product of claim 25, wherein said RF tag is an RFID tag and said RF reader is an RFID reader.

39.   (original)   The computer program product of claim 25, wherein said scanning of said memory location is prioritized for more efficient use of network resources.

40.   (previously presented)The computer program product of claim 39, wherein said prioritization involves scanning an RF tag memory, and/or scanning a communication device memory for a shortcut before scanning a network server memory for a shortcut that corresponds to the RF tag information received by the communication device.

41.   (previously presented)A computer program product in a communication device, comprising:

a computer readable medium for storing program code;

program code for capturing machine-readable data using an imaging device in the communication device;

program code for decoding the machine-readable data;

program code for scanning a memory location for a shortcut based on said machine-readable data; and

program code for providing an interface for selecting or creating a new shortcut to be stored in said memory location and executed based on the machine-readable data,

wherein said new shortcut includes at least said machine-readable information and a command associated with said machine-readable information for selecting and executing an application program for effecting at least one personalized function in the communication device in response to the execution of said new shortcut in response to receiving the machine-readable data.

42. (previously presented)The computer program product of claim 41, wherein said providing an interface

includes initiating a command assigning the application program stored in the communication device for associating the selected or created new shortcut with said RF tag information in said memory location for enabling execution of a command macro or script in response to the execution of said shortcut.

43. (original) The computer program product of claim 41, wherein said machine-readable data is a barcode.

44. (original) The computer program product of claim 41, where said imaging device is a digital camera.

45. (original) The computer program product of claim 41, wherein said machine-readable data includes identification information.

46. (previously presented)A system in a communication device, comprising:

an RF tag reader within a communication device for receiving and decoding an RF signal;

at least one RF tag placed in a specific location and sending at least RF tag information to said RF reader;

a memory location for storing at least one shortcut; and

a processor in said communication device for scanning the memory location for a shortcut and prompting the selection or creation of a new shortcut to be executed based on said RF tag information, wherein said new shortcut includes at least said RF tag information and a command associated with said RF tag information for selecting and executing an application program for effecting at least one personalized function in the communication device in response

to the execution of said new shortcut in response to receiving the RF tag information via the RF tag reader.

47.   (previously presented)The system of claim 46, further comprising a user interface used to initiate a command for assigning the application program stored in the communication device for associating the selected or created new shortcut with said RF tag information in said memory location for enabling execution of a command macro or script in response to the execution of said shortcut.

48.   (original)   The system of claim 46, wherein said at least one shortcut includes a preset shortcut or a newly created shortcut.

49.   (original)   The system of claim 46, wherein said memory location for storing said at least one shortcut includes memory within the RF tag.

50.   (previously presented)   The system of claim 46, wherein said memory location is a memory within the communication device.

51.   (original)   The system of claim 46, wherein said memory location is a memory within a network server accessible via a public communications network.

52.   (original)   The system of claim 46, wherein said RF tag information includes tag identification information.

53.   (original)   The system of claim 46, wherein said RF tag is passive or active.

54.   (original)   The system of claim 49, wherein said RF tag has a programmable memory that is write-protected.

55.   (previously presented) The system of claim 46, further comprising a network connection for communication between a network server and the communication device.

56.   (previously presented) The system of claim 55, wherein said network connection is a wireless connection using a protocol for transmitting data to and receiving data from said communication device.

57.   (original)   The system of claim 46, wherein said RF tag is an RFID tag and said RF reader is an RFID reader.

58.   (original)   The system of claim 46, wherein said scanning of said memory location is prioritized for more efficient use of network resources.

59.   (previously presented) The system of claim 58, wherein said prioritization involves scanning an RF tag memory and/or scanning a communication device memory for a shortcut before scanning a network server memory for a shortcut that corresponds to the RF tag information received by the communication device.

60.   (previously presented) A system in a communication device, comprising:

machine-readable data placed in a specific location;

an imaging device within a communication device for capturing the machine-readable data;

a memory location for storing at least one shortcut; and

a processor for decoding the machine-readable data and scanning for a shortcut as well as prompting the selection or creation of a new shortcut to be executed based on said machine-readable data,

wherein said new shortcut includes at least said machine-readable information and a command associated with said machine-readable information for selecting and executing an application program for effecting at least one personalized function in the communication device in response to the execution of said new shortcut in response to receiving the machine-readable data.

61.   (previously presented)The system of claim 60, further comprising a user interface used to initiate a command for assigning the application program stored in the communication device for associating the selected or created new shortcut with said RF tag information in said memory location for enabling execution of a command macro or script in response to the execution of said shortcut.

62.   (original)   The system of claim 60, wherein said machine-readable data is a barcode.

63.   (original)   The system of claim 60, where said imaging device is a digital camera.

64.   (original)   The system of claim 60, wherein said machine-readable data includes identification information.

65.   (previously presented)An apparatus, comprising:

an RF tag reader for receiving and decoding RF tag information from at least one RF tag;

a memory location for storing at least one shortcut; and

a processor for scanning a memory location for a shortcut and prompting the selection or creation of a new shortcut based on the receipt of said RF tag information,

wherein said new shortcut includes at least said RF tag information and a command associated with said RF tag information for selecting and executing an application program for effecting at least one personalized function in the communication device in response to the execution of said new shortcut in response to receiving the RF tag information via the RF tag reader.

66.   (previously presented) The apparatus of claim 65, further comprising a user interface used to initiate a command for assigning the application program stored in the communication device for associating the selected or created new shortcut with said RF tag information in said memory location for enabling execution of a command macro or script in response to the execution of said shortcut.

67.   (original)   The apparatus of claim 65, wherein said at least one shortcut includes said preset shortcut and newly created shortcut.

68.   (previously presented) The apparatus of claim 65, wherein said memory location for storing said at least one shortcut includes memory within the communication device.

69.   (original)   The apparatus of claim 65, wherein said RF tag information includes at least tag identification information and a command.

70.   (original)   The apparatus of claim 65, wherein said RF tag is an RFID tag and said RF reader is an RFID reader.

71.   (original)   The apparatus of claim 65, wherein said scanning of said memory location is prioritized for more efficient use of network resources.

72.   (previously presented) The apparatus of claim 65, wherein said prioritization involves scanning an RF tag memory and/or scanning a communication device

memory before scanning a network server memory for a shortcut that corresponds to the RF tag

information received by the communication device.

    73.   (previously presented)An apparatus, comprising:

    an imaging device for capturing machine-readable data;

    a memory location for storing at least one shortcut; and

    a processor for decoding said machine-readable data and scanning for a shortcut

as well as prompting for the selection or creation of a new shortcut based on the machine-

readable data, wherein said new shortcut includes at least machine-readable information and a

command associated with said machine-readable information for selecting an application

program for effecting at least one personalized function in the communication device in response

to the execution of said shortcut in response to receiving the machine-readable data.

    74.   (previously presented)The apparatus of claim 73, further comprising a

user interface used to initiate a command for assigning the application program stored in the

communication device for associating the selected or created new shortcut with said RF tag

information in said memory location for enabling execution of a command macro or script in

response to the execution of said shortcut.

    75.   (original)   The apparatus of claim 73, wherein said machine-readable

data is barcode.

    76.   (original)   The apparatus of claim 73, where said imaging device is a

digital camera.

    77.   (original)   The apparatus of claim 73, wherein said machine-readable

data includes identification information.